

McKinney Community Development Corporation
Meeting of the Promotional and Community Event Grant Subcommittee
January 7, 2020

The McKinney Community Development Corporation Promotional and Community Event Grants Committee met at 5:00 p.m. on January 7, 2020, in the MCDC offices at 5900 S. Lake Forest Blvd., Ste. 110, McKinney, Texas.

MCDC board members present: Secretary Mary Barnes-Tilley, David Kelly, John Mott.

Board alternate: Deborah Bradford.

Staff present: President Cindy Schneible and Administrative and Marketing Coordinator Linda Jones.

Secretary Barnes-Tilley reminded the subcommittee that there is a \$75,000 budget allocation for Cycle I. Applicant requests total \$120,905.

Factors considered for each grant application included:

- Ability to showcase the City of McKinney for purposes of business development and tourism
- Anticipated attendance from McKinney and outside of McKinney
- Number of events supported by a single grant

After detailed discussion of each grant application, the sub-committee agreed unanimously to recommend a total of \$75,000 in grant allocations as follows:

- Odysseus Youth Orchestra requested \$7,500 to support advertising and promotion of the 2020 Spring concert series and a promotional video. **The subcommittee recommends funding of \$4,000 for the advertising and promotion of the Spring concert series.**
- Heritage Guild of Collin County requested \$10,000 to support marketing and promotion of 2020 Farmers Market, Ice Cream Crank-off and Farm to Table Event. **The subcommittee recommends funding of \$7,000.**
- SBG Hospitality requested \$15,000 for advertising, marketing and promotion of the 2020 St. Patrick's Day Festival and Shamrock Run, benefiting HUGS Café and The Warrior's Keep. **The subcommittee recommends funding in the amount of \$8,500.**
- St. Peter's Episcopal Church requested \$7,500 to promote the 2020 Empty Bowls event, benefiting Community Lifeline. **The subcommittee recommends funding in the amount of \$5,000.**
- Collin County History Museum requested \$9,275 to promote the *McKinney Then and Now* exhibit in 2020. **The subcommittee recommends funding in the amount of \$6,000.**
- Tupps Brewery requested \$15,000 for the first annual McKinney Music Festival which will benefit LifePath Systems of Collin County. **The subcommittee recommends funding in the amount of \$9,500.**
- Game Day Foods requested \$6,700 for promotion and advertising of the 2020 Star-Spangled Salsa Fest, benefiting Community Garden Kitchen. **The subcommittee recommends funding in the amount of \$4,500.**
- McKinney Main Street requested \$15,000 to promote Spring 2020 McKinney Historic Downtown Cultural District events including Wine & Chocolate, Second Saturdays, Black History Month, Krewe of Barkus, Juried Art Show, Arts in Bloom, Monarchs of McKinney and Juneteenth at Finch Park. **The subcommittee recommends funding in the amount of \$12,000.**
- McKinney Lacrosse Club requested \$9,150 for promotion and advertising of the 2020 Turlaxin' Tournament. **The subcommittee recommends funding in the amount of \$6,000.**

- ManeGait Therapeutic Horsemanship requested \$7,000 to promote the 2020 Country Fair. **The subcommittee recommends funding in the amount of \$4,400.**
- McKinney Garden Club requested \$11,280 for advertising and promotion of the 2020 Garden & Home Tour, which is a biennial event. **The subcommittee recommends funding in the amount of \$4,100.**
- Ovation Academy of Performing Arts requested \$7,500 for advertising and promotion of five shows in Spring 2020. **The subcommittee recommends funding in the amount of \$4,000.**

Board member David Kelly will present these recommendations to the MCDC Board at the monthly board meeting on January 23, 2020.

Mary Barnes-Tilley, Board Secretary